

Amendments to the Specification:

Please replace the paragraph beginning on page 1, line 8 and ending on page 1, line 21 with the following paragraph.

Conventional gaming units have employed player tracking devices. A player was assigned an identification unique to that particular player. The identification was read by a gaming unit to determine the identity of the player. In some cases personal information about the player could be displayed or read by the gaming unit. Information about the player was also gathered by the gaming unit. ~~The player was information was associated with the player identification and stored in a memory.~~ In a conventional gaming system, a network computer accumulated and analyzed data relating to the player. For example, data relating to the dollar amount and number of wagers made by a player, winnings received by a player, games played by a player and other gaming habits of a player were accumulated and analyzed. In some cases, the player information also included the name of the player, the address of the player, age of the player and other demographic information regarding the player. The player information was used for various purposes including marketing, game development, product placement, etc.